

INSTRUCTIONS FOR BUSINESS & ACTIVITY PROPOSALS

This Reference Document is meant to inform applicants of the required length and content of their Business & Activity Proposal (BAP). Any relevant information in addition to the required information is welcomed.

The proposal shall contain the following documents and follow the instructions and tips made specifically to ensure a complete and clear filling of the information by the Applicant:

- 1. Cover Letter, Requirements Checklist, Space Connection and Executive Summary**
- 2. Business Plan**
- 3. Incubation Proposal**

Make sure to follow the submission procedures described in the Invitation to Tender (a submission in one sole document in electronic form (.pdf) to spacesolutions@sciencepark.at AND a hardcopy submission to be sent by post to Science Park Graz).

EVALUATION PROCESS

1. Until further notice by the ESA, Applicants are invited to submit their proposal for ESA BIC Austria at all times.
2. Upon its receipt, ESA BIC Austria and Science Park Graz shall first assess the admissibility of the Applicant's proposal. The proposal is only admitted for evaluation in case all formal requirements have been met. In all other cases the proposal shall be rejected. The outcome of this first assessment shall be communicated to the Applicant.
3. In case the proposal is compliant with the formal requirements, Applicants will be requested to hold a presentation of the proposal in front of the ESA BIC Austria Tender Evaluation Board (TEB) and to provide answers to any further questions the board might have.
4. The proposal and the presentation will be marked against the evaluation criteria detailed below.
5. Upon receiving notice that the application has been unsuccessful the Applicant may request ESA BIC Austria to advise him/her of the reasons why the application was

unsuccessful. This outcome of the evaluation will not be construed as to prevent the Applicant from submitting a renewed application.

6. Upon receiving notice that the application has been successful the Applicant is requested to register his/her company as an Austrian legal entity at the Austrian Chamber of Commerce if not already done so, prior to incubation, according to the requirements checklist.

EVALUATION CRITERIA

The evaluation shall be based on the way the criteria below have been addressed both in the proposal and during the Applicant's presentation.

Background and Experience (25%)

- Experience and team composition
- Support entities
- Vision

Technology (20%)

- Space Connection
- Technical Feasibility of the product/service to be developed
- Product development strategy
- Intellectual Property strategy

Value Proposition & Market (20%)

- Value Proposition
- Market
- Competition

Business Modelling & Risk (15%)

- Revenue Model
- Finance
- Risk

Activity Proposal (20%)

- Quality of the BAP
- Milestones / cost planning
- Work break down
- Management
- ESA BIC Investment opportunity